

## **CITY OF ALAMEDA**

### **Memorandum**

To: Honorable Mayor and  
Members of the City Council

From: John A. Russo  
City Manager

Date: June 21, 2011

Re: Receive a Presentation on the Public Outreach Plan for the Lawrence  
Berkeley National Laboratory Second Campus at Alameda Point

### **BACKGROUND**

The Lawrence Berkeley National Laboratory (LBNL) has selected the City of Alameda's proposed site at Alameda Point as one of the finalists for its Second Campus. LBNL issued a Request for Qualifications in January of this year that drew 21 proposals from sites throughout the East Bay. There were five other short-listed sites including sites in the cities of Albany, Berkeley, Emeryville, Oakland, and Richmond. The Second Campus would employ over 800 people with initial occupancy in 2016. In addition, the Second Campus will spur new business ventures and global recognition for the host community. LBNL will be reviewing additional information requested from the short-listed sites until November 2011, at which point they will make a public announcement of their preferred site.

### **DISCUSSION**

As part of its Request for Additional Information, LBNL has asked for a Public Meeting in each of the six short-listed communities. LBNL has stated that one of its selection criteria is "a welcoming community with a positive civic expression of interest in development of the site and the resulting creation of high quality jobs." The Public Meeting will provide an opportunity for LBNL to present information about the desirable attributes and expected uses they foresee in their Second Campus. The Public Meeting will also include an Alameda Reuse and Development Authority (ARRA) staff and developer team (ARRA Team) presentation of its site proposal followed by a public comment period.

The City's Public Meeting is scheduled for July 13, 2011, 7:00 p.m. to 9:30 p.m. at the Auctions by the Bay Theatre, 2700 Saratoga Street, at Alameda Point (Exhibit 1). The accessible, 420-seat venue has comfortable seating, high quality audio-visual equipment, and is near the City's proposed Second Campus site. Immediately preceding the Public Meeting, from 6:00 to 7:00 p.m., the City and its private development partner, Alameda Point Lab Partners (APLP), will host a public Pre-

Meeting BBQ at the grass mall area across the street from the Auctions by the Bay Theater.

The City has developed a Public Outreach Plan to provide practical information to the community about the proposed Second Campus and to promote the July 13th Public Meeting. Major elements of the Public Outreach Plan include:

1. **Logo and Rally Cry.** The ARRA Team developed a logo and “rally cry” for the LBNL Second Campus that will be featured on all of the outreach materials (Exhibit 2).
2. **Alameda Point Second Campus Website.** The City has created a separate page on its website to post information related to the LBNL Second Campus, which can be easily accessed now through a separate domain name, [www.lab2Alameda.org](http://www.lab2Alameda.org). The website contains information about the proposed project, scheduled events, benefits to Alameda, list of endorsements, answers to frequently asked questions, and other relevant material. The City will also be producing and maintaining a “Lab 2 Alameda” Facebook page.
3. **Email Blasts.** The City will be emailing interested parties regarding the July 13<sup>th</sup> meeting and requesting that representatives of local organizations forward the information to their friends, families and memberships. The City has an email blast template available for interested groups.
4. **Community Presentations.** The City is making presentations to at least 15 community organizations and business association meetings during June and the weeks leading up to the July 13th Public Meeting.
5. **Community Events.** There are a number of large annual and regularly scheduled community events and street fairs for the City to staff an information table and be available to answer questions about the proposed project. These events include the Mayor’s Fourth of July Parade, Art & Wine Fair, Concerts at the Cove, the Webster Street Jam, and the weekly Farmers’ Market.
6. **Postcard Campaign.** At the community events and presentations, businesses and residents will be asked to sign a pre-printed postcard to express support for bringing the Second Campus to Alameda Point. Local organizations have also offered to disseminate and obtain signed postcards from their memberships and other interested citizens. The postcards will be collected by the City and then presented to LBNL at the Public Meeting (Exhibit 3).
7. **Lawn and Window Signs.** The City will distribute lawn and window signs for Alameda residents and businesses to visibly demonstrate their public support for the Second Campus (Exhibit 4).
8. **Street Banners.** The City will advertise the July 13<sup>th</sup> event with street banners at strategic locations throughout the City (Exhibit 5).

The ARRA Team respectfully requests that the City Council help “get the word” out about the LBNL Second Campus and upcoming public meeting by telling people about

the website, emailing interested residents and businesses, and reminding people to sign a postcard and post a lawn sign.

Next Steps:

1. Continuing LBNL submittal process through November 2011.
2. Pre-Meeting BBQ and Public Meeting, July 13, at the Auctions by the Bay Theater.
3. LBNL public announcement on the preferred site, late November 2011.
4. Occupancy, mid 2016.

FINANCIAL IMPACT

The University of California (UC) intends to finance the development of the site. However, UC will also consider third-party financing, or a combination of public and private financing, if such financing would be more beneficial. It is expected that the City would receive many direct and indirect benefits from the Second Campus at Alameda Point.

The City has contracted with Alameda-based West Advertising for \$15,333 to provide community outreach support for this project. Their scope of work includes graphic design and development of support materials. Funds for this contract will be paid through the existing Alameda Reuse and Redevelopment Authority (ARRA) budget.

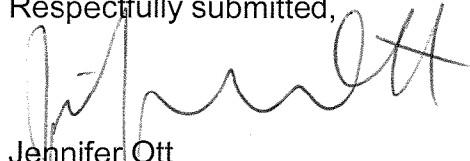
MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

1. The Naval Air Station Alameda Community Reuse Plan (1996) calls for the creation of a mixed-use, sustainable development at Alameda Point, including an emphasis on significant job creation.
2. The Alameda Point General Plan Amendment (2003) encourages a mixed-use which includes over two development, million square feet of commercial development.
3. The City's Economic Development Strategic Plan (2000 and 2006) Strategy #1 is the creation of industrial and office jobs.

RECOMMENDATION

Receive a presentation on the public outreach plan for the Lawrence Berkeley National Laboratory Second Campus at Alameda Point.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jennifer Ott", written over the text "Respectfully submitted,".

Jennifer Ott  
Deputy City Manager

By:

A handwritten signature in black ink, appearing to read "Eric Fonstein", written below the word "By:".

Eric Fonstein  
Development Manager

Exhibits:

1. July 13, 2011, LBNL Community Public Meeting Event Flyer
2. Outreach Campaign Identity and Rally Cry
3. Sample Postcard
4. Lawn Signs
5. Street Banners



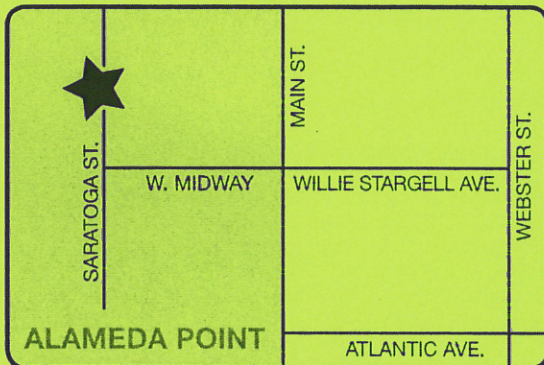
# SAVE THE DATE – JULY 13, 2011

## Public Meeting with Lawrence Berkeley National Lab

Alameda Point is on the short list of finalists for Lawrence Berkeley National Lab's Second Campus.

### Show Your Support

Attend an important public meeting with the Lawrence Berkeley National Laboratory and show your support for bringing Second Campus to Alameda.



The meeting, hosted by the City of Alameda, will be held on:

**July 13, 2011**

**7:00 p.m. to 9:30 p.m.**

**Auctions by the Bay Theater**

**2700 Saratoga Street**

**Alameda Point**

Everyone is welcome to the community BBQ starting at 6:00 p.m. on the Grass Mall area across the street from Auctions by the Bay Theater. Bring your own blanket!

Your attendance and enthusiastic show of support for Second Campus will make a difference in the direction of economic development in Alameda.

For information on more ways to show your support, visit:

**[www.lab2Alameda.org](http://www.lab2Alameda.org)**



# LET'S PUT THE POINT TO WORK

BRING LAWRENCE BERKELEY LAB SECOND CAMPUS TO ALAMEDA





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Yes. I support Lawrence Berkeley National Lab  
coming to Alameda!

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Alameda Resident ☐

Alameda Business ☐

ALAMEDA POINT: FIRST CHOICE FOR A SECOND CAMPUS



# **ALAMEDA POINT**

## **1st Choice. 2nd Campus.**



**[www.Lab2Alameda.org](http://www.Lab2Alameda.org)**



**Let's Bring**  
**LAWRENCE BERKELEY LAB <sup>TO</sup> ALAMEDA**

[www.Lab2Alameda.org](http://www.Lab2Alameda.org)

Show Your Support!

**JULY 13TH**  
**PUBLIC MEETING**